

**PERFECT** AUDIENCE

# The Evolution of Performance Marketing

# Today's Speakers



**Mike Grehan**  
CMO and Managing  
Director at Acronym

SEO pioneer, author, world-traveler and keynote speaker, Champagne connoisseur and consummate drinking partner to the global digital marketing community. Former publisher of SearchEngineWatch.com and ClickZ.com, and producer of the industry's largest search and social marketing event, SES Conference & Expo.



**Todd Lebo**  
CEO & Partner  
Ascend2

Todd uses the power of original research to discover what works in marketing and helps marketers apply those findings to marketing programs. He helped develop the Ascend2 Research-Based Marketing methodology, which is used by marketing technology firms and agencies to drive demand to their products and services.



**Eric Stockton**  
General Manager  
Perfect Audience

An innovator in the areas of internet marketing, eCommerce, B2B demand generation, publishing, and online media, Eric has directly led \$3MM+ ad budgets and \$70M+ top-line sales organizations.



# What is **Performance Marketing?**

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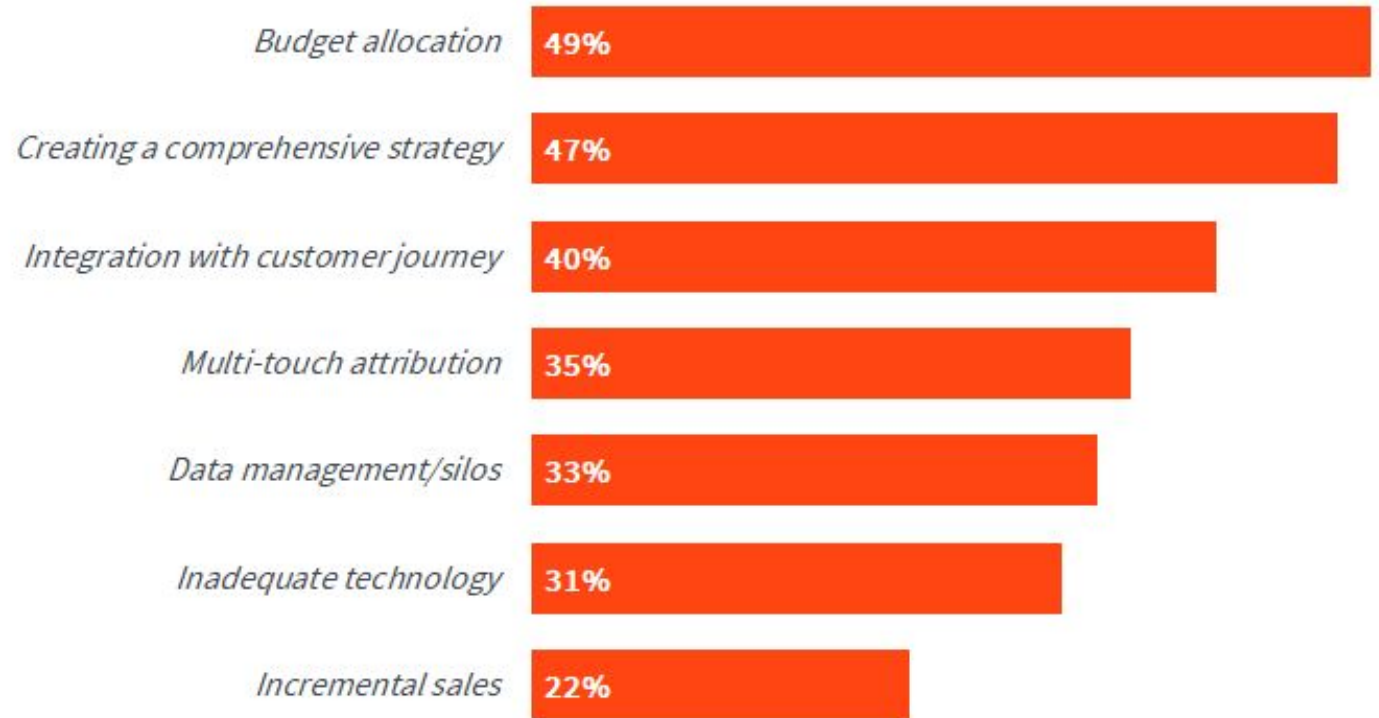
# How has Performance Marketing changed?

Before performance marketing,  
there was search marketing and the “search wave.”

# Performance Marketing Today

What are the biggest challenges when it comes to performance marketing?

What are the GREATEST CHALLENGES to the success of a performance marketing strategy?



# Creating a Comprehensive Strategy

The #2 greatest challenge facing SMBs and marketers today lies in creating a strategy for their performance marketing.

If this is you, where do you start?

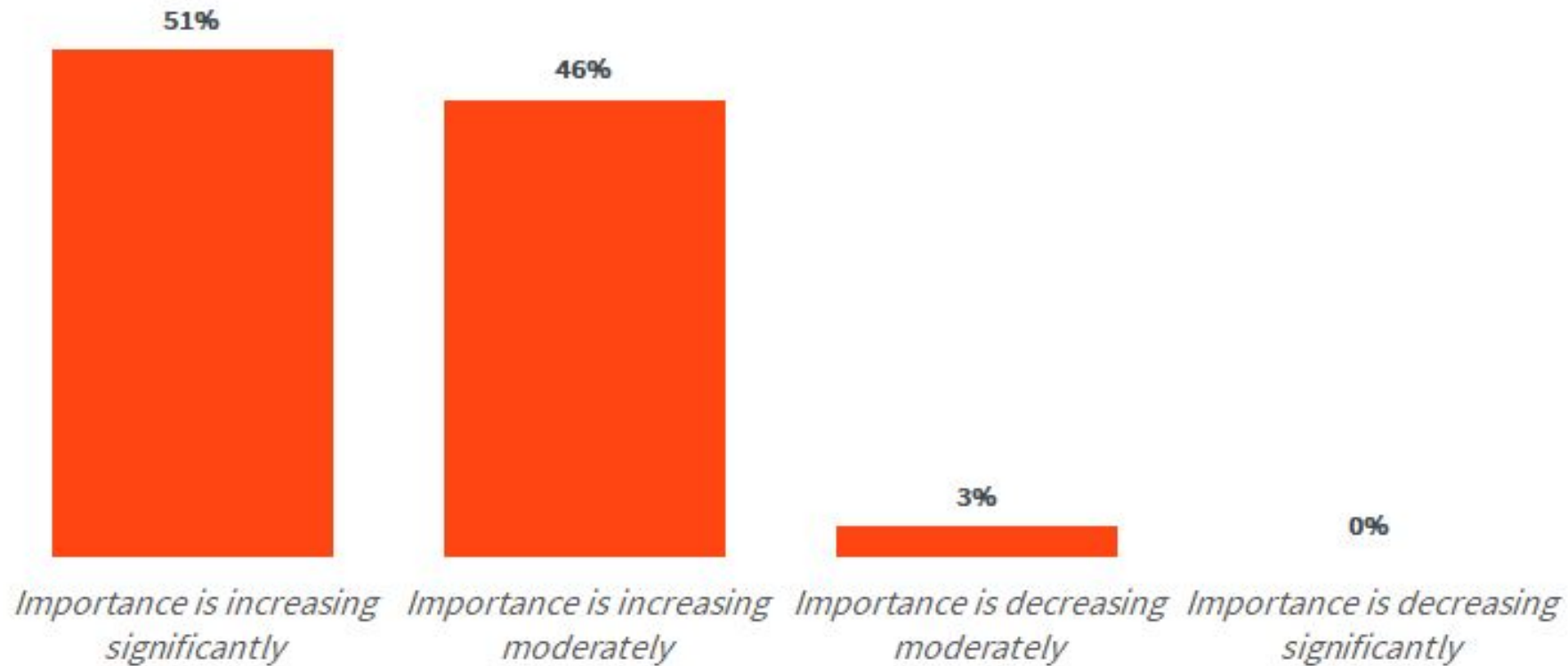
# Start with the Goal in Mind

What are the PRIMARY OBJECTIVES of a performance marketing strategy?



# Impact on a Paid Strategy

How is the IMPORTANCE of performance marketing changing as it pertains to the success of a paid strategy?





# Agency Attributes

What are the MOST DESIRABLE ATTRIBUTES for a performance marketing agency to possess?





# How Can You Use Performance Marketing to Meet Your Goals?

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